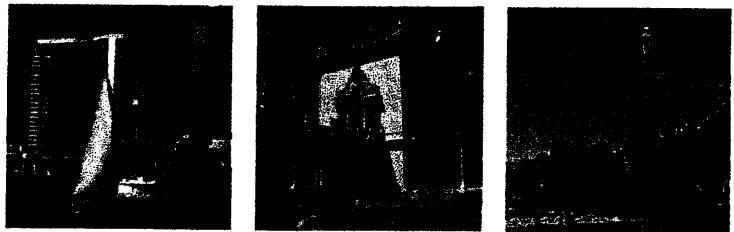


Special Promotional Programs



To advance the City's economic health by promoting the City of San Diego as a visitor destination in the national and international marketplace; support programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax and other revenue; develop, enhance and maintain visitor-related facilities and support the City's cultural amenities and natural attractions.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES			
43	Coastal Infrastructure	\$ 1,567,500	\$ 1,638,038	\$ -
44	Coastal Infrastructure - Council District One	-	130,000	-
45	Maintenance and Security of Visitor-Related Facilities	6,119,235	13,144,682	4,996,461
46	Mission Trails Regional Park Foundation, Inc.	44,317	50,000	50,000
47	Public Safety Enhancements	7,358,499	7,689,632	7,689,632
48	QUALCOMM Stadium	9,018,743	5,486,250	6,586,250
49	Regional Park Infrastructure Improvements	-	500,000	-
50	Regional Park Safety Program	63,920	67,245	69,576
51	Special Event Reimbursement of City Costs	345,498	361,045	361,045
52	Transient Occupancy Tax (TOT) Payment Audit	67,423	69,109	69,109
	TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 22,559,837	\$ 23,656,000	\$ 12,722,073

No.	ORGANIZATION/ PROGRAM	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	CAPITAL IMPROVEMENTS			
53	Balboa Park Arcade	\$ 100,000	\$ -	\$ -
54	Balboa Park/Mission Bay Park Improvements	7,388,499	7,689,632	7,689,632
55	Convention Center Complex	1,599,921	6,864,340	7,297,508
56	Japanese Friendship Garden	-	200,000	-
57	Major Facilities	9,211,744	11,611,565	12,558,259
58	Natural History Museum	300,000	300,000	300,000
59	New Convention Facility	4,811,740	5,060,846	4,664,311
60	Trolley Extension Reserve	2,719,140	4,010,140	4,010,140
	TOTAL CAPITAL IMPROVEMENTS	\$ 26,131,044	\$ 35,723,423	\$ 36,210,850

Special Promotional Programs

Special Promotional Programs				
	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL	FY 2002-2003 CHANGE
Positions	8.00	9.00	9.00	0.00
Personnel Expense	\$ 809,599	\$ 685,373	\$ 709,893	\$ 24,520
Non-Personnel Expense	\$ 78,096,537	\$ 94,474,328	\$ 86,880,583	\$ (7,593,745)
TOTAL	\$ 78,906,136	\$ 95,159,701	\$ 87,590,476	\$ (7,569,225)

Department Staffing

	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture	7.00	8.00	8.00
Safety and Maintenance of Visitor-Related Facilities	1.00	1.00	1.00
Total	8.00	9.00	9.00

Department Expenditures

	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Arts, Culture, and Community Festivals	\$ 8,637,651	\$ 9,809,782	\$ 9,809,782
Capital Improvements	\$ 26,131,044	\$ 35,736,523	\$ 35,736,523
Commission for Arts and Culture	\$ 740,443	\$ 877,434	\$ 877,434
Economic Development	\$ 18,480,911	\$ 19,254,116	\$ 19,254,116
Major Events	\$ 330,952	\$ 345,845	\$ 345,845
Safety and Maintenance of Visitor-Related Facilities	\$ 24,585,135	\$ 29,136,001	\$ 29,136,001
Total	\$ 78,906,136	\$ 95,159,701	\$ 87,590,476

Special Promotional Programs

Revenue and Expense Statement

TRANSIENT OCCUPANCY TAX FUND 10220

	FY 2001 ACTUAL	FY 2002 ESTIMATED	FY 2003 FINAL
BEGINNING BALANCE AND RESERVE			
Prior Year Reserve for Encumbrances	\$ 3,910,725	\$ 4,743,549	\$ -
REVENUE			
Sales Tax Allocation	\$ 27,686,506	\$ 38,110,172	\$ -
Transient Occupancy Tax	\$ 51,146,082	\$ 56,264,529	\$ -
Repayment from Other Agencies	\$ 785,000	\$ -	\$ -
Other Revenue	\$ 121,372	\$ -	\$ -
TOTAL OPERATING REVENUE	\$ 79,738,960	\$ 94,374,701	\$ -
TOTAL BALANCE AND REVENUE	\$ 83,649,685	\$ 99,118,250	\$ -
EXPENSE			
Operating Expense	\$ 24,627,043	\$ 30,422,667	\$ -
Transfer to Convention Center Complex Fund	\$ 1,599,921	\$ 6,864,340	\$ -
Transfer to New Convention Facility Fund	\$ 4,811,740	\$ 5,060,846	\$ -
Transfer to QUALCOMM Stadium	\$ 9,018,743	\$ 5,486,250	\$ -
Transfer to Trolley Extension Reserve Fund	\$ 2,719,140	\$ 4,010,140	\$ -
Transfer to Balboa Park/Mission Bay Park Improvement	\$ 7,788,499	\$ 7,989,632	\$ -
Transfer to General Fund	\$ 6,292,208	\$ 12,493,746	\$ -
Transfer to General Fund for Police Enhancements	\$ 7,358,499	\$ 7,689,632	\$ -
Transfer to Public Art Fund	\$ 131,488	\$ 132,000	\$ -
Transfer to Major Events Revolving Fund	\$ 330,952	\$ 345,845	\$ -
Transfer to Coastal Infrastructure Fund	\$ 1,567,500	\$ 1,768,038	\$ -
Transfer to Regional Park Infrastructure Improvements Fund	\$ -	\$ 500,000	\$ -
Transfer to Ballpark Fund	\$ 6,409,761	\$ 7,121,579	\$ -
Transfer to Main Library Fund	\$ 2,801,983	\$ 4,489,986	\$ -
Transfer to Data Processing Corporation	\$ 1,613	\$ -	\$ -
Expenditure of Prior Year Funds	\$ 3,447,046	\$ 4,743,549	\$ -
TOTAL OPERATING EXPENSE	\$ 78,906,136	\$ 99,118,250	\$ -
RESERVE			
Reserve for Encumbrances	\$ 4,743,549	\$ -	\$ -
BALANCE	\$ -	\$ -	\$ -
TOTAL EXPENSE, RESERVE AND BALANCE	\$ 83,649,685	\$ 99,118,250	\$ -